

## **Exhibit L**

Hey Kyle,

Hope all is well!

Just wanted to check in to find out if the traffic will be starting this morning.

Please let me know when you have a chance.

Regards,

Andre

[Quoted text hidden]

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**Kyle Danna** <kyle.danna@selu.edu>  
To: Andre Zouvi <andre@reachmg.com>

Wed, Sep 5, 2012 at 9:53 AM

Hey bud, still not up and running just yet, should definitely be by this evening though!

[Quoted text hidden]

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**Kyle Danna** <kyle.danna@selu.edu>  
To: Andre Zouvi <andre@reachmg.com>

Wed, Sep 5, 2012 at 4:48 PM

Going to be working late into the night getting set up to send, but everything should be all good to have a really big day for tomorrow. Can you please let me know the conditions involving this custom offer you guys have provided me? I just want to have everything totally clear before I start sending traffic to it tonight.

Thanks again bud!

[Quoted text hidden]

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**Andre Zouvi** <andre@reachmg.com>  
To: Kyle Danna <kyle.danna@selu.edu>  
Bcc: emailtosalesforce@63mrb6pn6o1bevzor4g4baiu7.28h6deaa.2.le.salesforce.com

Wed, Sep 5, 2012 at 5:04 PM

Hey Kyle,

That's great news!

**Special Instructions:**

TRAFFIC TYPES: All traffic except incentivized and co-reg path traffic

FILTERS: Mail to all states except WV,GA,PA,OH; Do not mail to .mil, .gov, addresses; 21+ years of age; income >1500 /month.

Also:

1. Company names other than the site if you use a name.(NO BANK NAMES)
2. Can not use amount over \$1000
3. Can not say no credit checks (you can say "No credit needed, or bad credit OK, cash for any credit type, etc.)
4. Can not say cash in 2 hours ( you can say "in a matter of hours" or "by tomorrow morning" or "within 24 hrs").